



Schedule Date: 11/1/2016 - 11/4/2016
 Spot Length(s): :30
 Book: HAWAII 2016 MAY '16 (sell)
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Flight Dates: 11/1/2016-11/4/2016

Program Time	Spot Length	NO 1	SSA P25-54 RTG	W k s	Rate Spots
KGMB					
HAWAII NEWS NOW 10P M-F Mo-Fr 10:00p-10:30p	:30	3	*9.8	1	\$500.00 3
Cost		\$1,500.00			

Total Cost: \$1,500.00

General Summary (SSA P25-54 SA.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
KGMB	3	\$1,500.00	29.4	167.1	\$51.02	\$8.98	23.5	1.3	0.0	133,650	568,239

Note: Asterisk (*) indicates manual adjustment of estimate.

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